

MM 93-48

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MARC KLAAS FOUNDATION FOR CHILDREN  
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February 23, 1996

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To: MMS

The Honorable Reed Hundt  
Chairman  
Federal Communications Commission  
1919 M Street, NW, Room 814  
Washington, DC 20554

Dear Chairman Hundt:

On behalf of the Klaas Foundation for Children, I am writing to encourage you to strengthen the guidelines for the Children's Television Act of 1990 (MM No. 93-48).

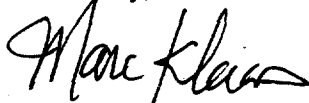
It is a fundamental duty of television to nourish the minds of America's children. The Commission said it best: "There are many imaginative and exciting ways in which the medium can be used to further a child's understanding of a wide range of areas: history, science, literature, the environment, drama, music, fine arts, human relations, other cultures and languages, and basic skills such as reading and mathematics which are crucial to a child's development." (1974 FCC Policy Statement)

Television employs many creative individuals whose talents need to focus on educational as well as entertaining programming. Unfortunately, an inordinate amount of current programming is based on dysfunction and gratuitous displays of sex and violence. It is incumbent upon government to mandate a higher standard that truly nurtures the development of young minds. We owe it not only to our children, but to ourselves as well.

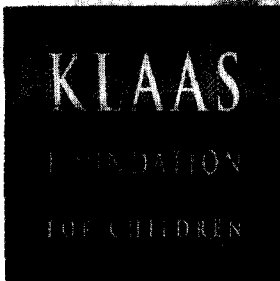
The FCC must strengthen the guidelines for the Children's Television Act by establishing real policies designed to safeguard the interests of our children. These should include a clearer definition of 'educational' programming and a requirement that television station's air at least one hour a day of 30-minute educational shows between 7 a.m. and 10 p.m. in regularly scheduled time slots.

No other regulatory body is in a position to make this happen. We must ensure that the world our children inherit from us is safer and more secure than the world we inherited from our parents.

Sincerely,



Marc Klaas  
President



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MM 93-48

February 25, 1996

The Honorable Reed Hundt  
Chairman  
Federal Communications Commission  
1919 M Street, NW, Room 814  
Washington, DC 20554

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Dear Chairman Hundt:

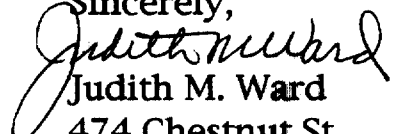
I am writing to encourage action by the FCC to strengthen the guidelines for the Children's Television Act (CTA) of 1990 (MM No. 93-48). I believe television to have the potential to play a positive role in the education of this nation's children. I also believe that the requirements of the CTA are aimed toward developing this potential. However, with no clear guidelines for implementing the CTA, broadcasters have not lived up to CTA requirements and especially to their obligation to provide genuinely educational programming.

Therefore, I urge the FCC to take the following actions:

1. To establish a clearer definition of "educational" programming.
2. To require that television stations air at least one hour a day of 30-minute educational shows between 7 a.m. and 9:00 p.m. in regularly scheduled time slots.

Only the FCC is in a position to strengthen the CTA, thus taking a step, albeit a small one, toward making television a positive force in the lives of children. As a Director of a child care center who is daily in the presence of preschool children, I am constantly reminded of the gravity and importance of the decision which you will be making. Please hear my voice and the voices of others like me when you make you decision.

Sincerely,

  
Judith M. Ward  
474 Chestnut St.  
Winnetka, IL 60093

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MM93-48

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Date: 2/21/94

The Honorable Reed Hundt  
Chairman  
Federal Communications Commission  
1919 M Street, NW, Room 814  
Washington, DC 20554

Dear Chairman Hundt:

On behalf of my child advocacy organization, I am writing to encourage you to strengthen the guidelines for the Children's Television Act of 1990 (MM No. 93-48).

Broadcast television can play an unprecedented role in nourishing the minds of our nation's children. In the Commission's own words: "There are many imaginative and exciting ways in which the medium can be used to further a child's understanding of a wide range of areas: history, science, literature, the environment, drama, music, fine arts, human relations, other cultures and languages, and basic skills such as reading and mathematics which are crucial to a child's development." (1974 FCC Policy Statement)

Broadcasters have the talent to create children's programs which are as educational as they are entertaining. Yet, today's children have greater access to sensationalistic talk shows, violent cartoons, and adult sitcoms that they do to programming designed to enrich their minds.

The FCC needs to strengthen the guidelines for the Children's Television Act by establishing real policies designed to safeguard the interests of our children. These should include a clearer definition of "educational" programming and a requirement that television stations air at least one hour a day of 30-minute educational shows between 7 a.m. and 10 p.m. in regularly scheduled time slots.

No other regulatory body is in a position to make this happen. Please...America's children are counting on you.

Sincerely,

Judith Leonard  
(Signature)

Judith Leonard RN, MSN  
Name (Printed) CPNP

Nurse practitioner - Pediatric  
Title

National Association of  
Organization  
Pediatric Nurse Associates

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